

# MSIN7019: Innovation in the Enterprise: Hugh Varilly

[View Online](#)

Ahmed, P. K., & Shepherd, C. (2010a). Innovation management: context, strategies, systems, and processes. Financial Times Prentice Hall.

Ahmed, P. K., & Shepherd, C. (2010b). Innovation management: context, strategies, systems, and processes. Financial Times Prentice Hall.

Ahmed, P. K., & Shepherd, C. (2010c). Innovation management: context, strategies, systems, and processes. Financial Times Prentice Hall.

Ahmed, P. K., & Shepherd, C. (2010d). Innovation management: context, strategies, systems, and processes. Financial Times Prentice Hall.

Ahmed, P. K., & Shepherd, C. (2010e). Innovation management: context, strategies, systems, and processes. Financial Times Prentice Hall.

Ahmed, P. K., & Shepherd, C. (2010f). Innovation management: context, strategies, systems, and processes. Financial Times Prentice Hall.

Blank, S. (2013). Why the Lean Start-Up Changes Everything. Harvard Business Review, 91 (5), 63–72.

<http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,shib&db=bth&AN=87039866&site=ehost-live&scope=site>

Blank, S. G. (2006). The four steps to the epiphany: successful strategies for products that win (2nd ed). Cafepress.com.

Blank, S. G. (2014). Holding a cat by the tail (First edition). K&S Ranch.

Chesbrough, H. W. (2006a). Open business models: how to thrive in the new innovation landscape. Harvard Business School Press.

Chesbrough, H. W. (2006b). Open innovation: the new imperative for creating and profiting from technology. Harvard Business School Press.

Chesbrough, H. W. (2006c). Open innovation: the new imperative for creating and profiting from technology. Harvard Business School Press.

Chesbrough, H. W. (2011). Open services innovation: rethinking your business to grow and compete in a new era (First edition). Jossey-Bass, a Wiley Imprint.

Christensen, C. M. (1997a). The innovator's dilemma: when new technologies cause great firms to fail: Vol. The management of innovation and change series. Harvard Business School Press.

Christensen, C. M. (1997b). The innovator's dilemma: when new technologies cause great firms to fail: Vol. The management of innovation and change series. Harvard Business School Press.

Christensen, C. M., & Raynor, M. E. (2013a). The innovator's solution: creating and sustaining successful growth. Harvard Business Review Press.

Christensen, C. M., & Raynor, M. E. (2013b). The innovator's solution: creating and sustaining successful growth. Harvard Business Review Press.

Cooper, B., & Vlaskovits, P. (2013a). The lean entrepreneur: how visionaries create products, innovate with new ventures, and disrupt markets. Wiley.  
<http://proquest.safaribooksonline.com/?uiCode=ucl&xmlId=9781118331866>

Cooper, B., & Vlaskovits, P. (2013b). The lean entrepreneur: how visionaries create products, innovate with new ventures, and disrupt markets. Wiley.  
<http://proquest.safaribooksonline.com/?uiCode=ucl&xmlId=9781118331866>

Derman, E. (2011). Models behaving badly: why confusing illusion with reality can lead to disaster, on Wall Street and in life. Wiley.

Gladwell, M. (2005). The tipping point: how little things can make a big difference (Abridged edition). Little, Brown Book Group.

Govindarajan, V., & Trimble, C. (2012). Reverse innovation: create far from home, win everywhere. Harvard Business Review Press.

Grant, Robert M. (2012). Foundations of strategy. Wiley and Sons.

Johnson, S. (2014). How we got to now: six innovations that made the modern world. Particular Books, an imprint of Penguin Books.

Keeley, L. (2013). Ten types of innovation: the discipline of building breakthroughs [Electronic resource]. Wiley.  
<http://ebookcentral.proquest.com/lib/ucl/detail.action?docID=1180146>

Lafley, A. G., & Martin, R. L. (2013). Playing to win: how strategy really works. Harvard Business Review Press.

Liker, J. K. (2004). The Toyota way: 14 management principles from the world's greatest manufacturer. McGraw-Hill.

Michael L. George. (n.d.). Lean Six Sigma for Service [Hardcover]. McGraw-Hill.

Moore, G. A. (2006a). Dealing with Darwin: how great companies innovate at every phase of their evolution. Capstone.

- Moore, G. A. (2006b). Dealing with Darwin: how great companies innovate at every phase of their evolution. Capstone.
- Moore, G. A. (2014). Crossing the chasm: marketing and selling disruptive products to mainstream customers (Third edition). HarperBusiness.
- Osterwalder, A., & Pigneur, Y. (2010a). Business model generation: a handbook for visionaries, game changers, and challengers. Wiley.
- Osterwalder, A., & Pigneur, Y. (2010b). Business model generation: a handbook for visionaries, game changers, and challengers. Wiley.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value proposition design: Vol. Strategyzer series. Wiley. <http://UCL.ebib.com/patron/FullRecord.aspx?p=1887760>
- Perez, C. (2002). Technological revolutions and financial capital: the dynamics of bubbles and golden ages. Edward Elgar Pub.
- Prahalad, C. K. (2010). The fortune at the bottom of the pyramid: eradicating poverty through profits (Rev, and updated 5th anniversary ed). Prentice Hall.
- Prahalad, C. K., & Ramaswamy, V. (2006). The future of competition: co-creating unique value with customers. Penguin Portfolio.
- Ramaswamy, V., & Gouillart, F. J. (2010). The power of co- creation: build it with them to boost growth, productivity, and profits. Free Press.
- Ries, E. (2011). The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Business.
- Rogers, E. M. (2003). Diffusion of innovations (5th ed). Free Press.
- Smith, D. (2015a). Exploring Innovation (3rd ed). McGraw-Hill Higher Education.
- Smith, D. (2015b). Exploring Innovation (3rd ed). McGraw-Hill Higher Education.
- Smith, D. (2015c). Exploring Innovation (3rd ed). McGraw-Hill Higher Education.
- Smith, D. (2015d). Exploring Innovation (3rd ed). McGraw-Hill Higher Education.
- Smith, D. (2015e). Exploring Innovation (3rd ed). McGraw-Hill Higher Education.
- Smith, D. (2015f). Exploring Innovation (3rd ed). McGraw-Hill Higher Education.
- Smith, D. (2015g). Exploring Innovation (3rd ed). McGraw-Hill Higher Education.
- Tapscott, D., & Williams, A. D. (2008). Wikinomics: how mass collaboration changes everything (Expanded ed). Atlantic.
- THE ENTREPRENEURIAL STATE: DEBUNKING PUBLIC VS. PRIVATE SECTOR MYTHS. (2013a). ANTHEM PRESS.

THE ENTREPRENEURIAL STATE: DEBUNKING PUBLIC VS. PRIVATE SECTOR MYTHS. (2013b). ANTHEM PRESS.

Tidd, J., & Bessant, J. R. (2009a). Managing innovation: integrating technological, market and organizational change (4th ed). Wiley.

Tidd, J., & Bessant, J. R. (2009b). Managing innovation: integrating technological, market and organizational change (4th ed). Wiley.

Tidd, J., & Bessant, J. R. (2009c). Managing innovation: integrating technological, market and organizational change (4th ed). Wiley.

Tidd, J., & Bessant, J. R. (2009d). Managing innovation: integrating technological, market and organizational change (4th ed). Wiley.

Tidd, J., & Bessant, J. R. (2009e). Managing innovation: integrating technological, market and organizational change (4th ed). Wiley.

Tidd, J., & Bessant, J. R. (2009f). Managing innovation: integrating technological, market and organizational change (4th ed). Wiley.

Visit Amazon's Howard Schultz Pagesearch resultsHoward SchultzJoanne Gordon. (n.d.). Onward: How Starbucks Fought For Its Life Without Losing Its Soul. John Wiley & Sons; 1 edition (13 April 2011).  
[http://www.amazon.co.uk/Onward-Starbucks-Fought-Without-Losing/dp/0470977647/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1416912629&sr=1-1&keywords=howard+schultz](http://www.amazon.co.uk/Onward-Starbucks-Fought-Without-Losing/dp/0470977647/ref=sr_1_1?s=books&ie=UTF8&qid=1416912629&sr=1-1&keywords=howard+schultz)